

CASE NUMBER: 15SN0622
APPLICANT: Talley Sign Company



**STAFF'S ANALYSIS
AND
RECOMMENDATION**

Planning Commission (CPC)

Public Hearing Date:

MARCH 17, 2015

CPC Time Remaining:

100 DAYS

Applicant's Agent:

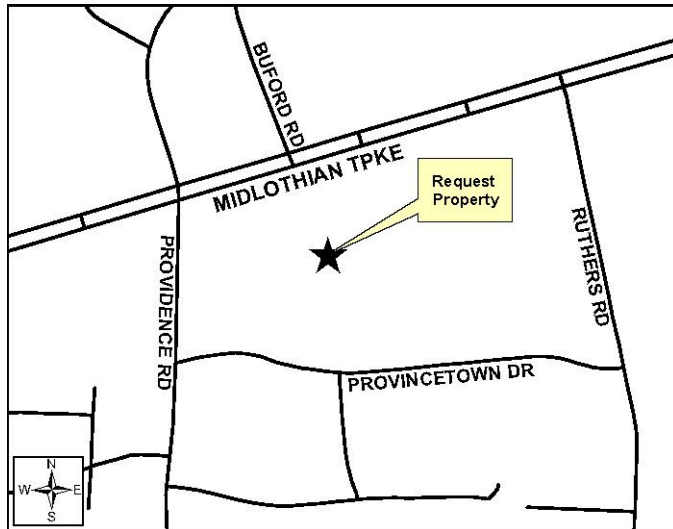
MATT GALLIENNE

(804-649-0325)

Planning Department Case Manager:

RYAN RAMSEY (804-768-7592)

CHESTERFIELD COUNTY, VIRGINIA
Magisterial District: **MIDLOTHIAN**



APPLICANT'S REQUEST

Conditional use to permit an electronic message center (EMC) sign in a General Business (C-5) District.

A computer-controlled, variable message, electronic sign, incorporated into a freestanding sign for a self-storage business is proposed.

(NOTES: A. Conditions may be imposed or the property owner may proffer conditions.

B. A proffered condition is located in Attachment 1.)

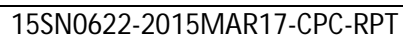
RECOMMENDATION

STAFF

RECOMMEND APPROVAL

- Conforms to the adopted Electronic Message Center (EMC) Policy

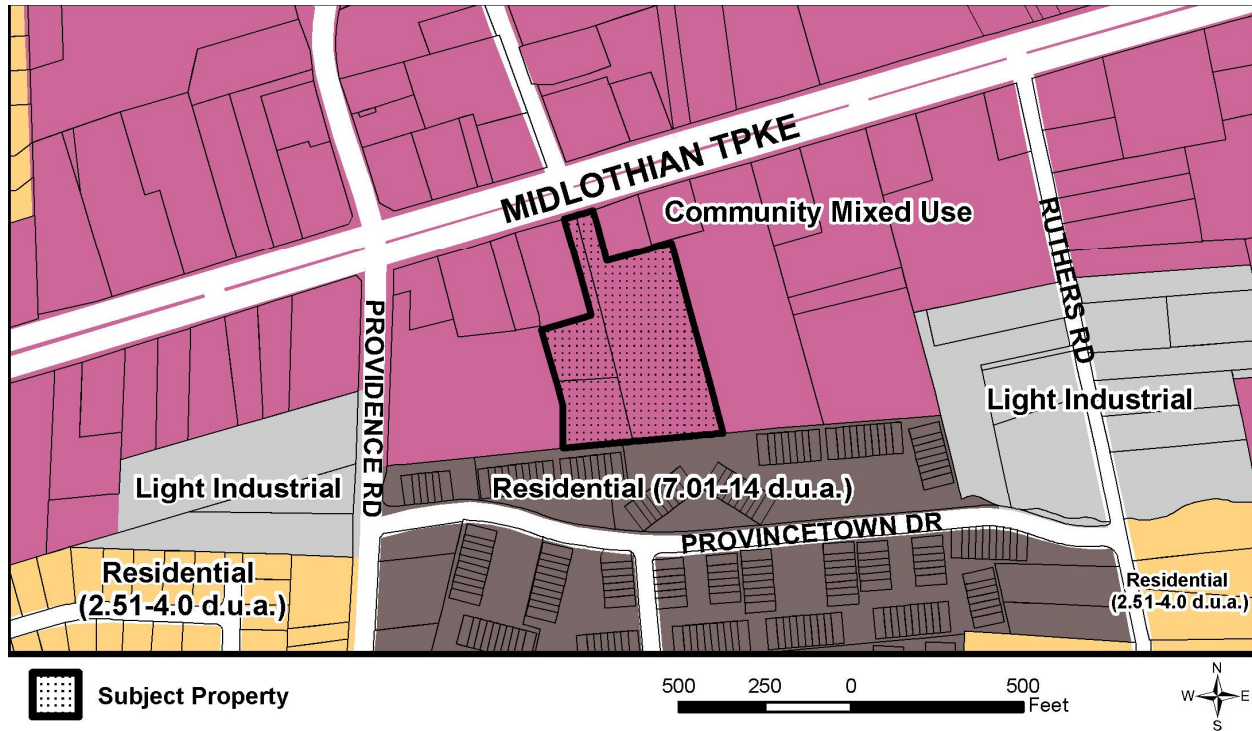
SUMMARY OF IDENTIFIED ISSUES	
Department	Issue
PLANNING	-
FIRE	-
CDOT	-
VDOT	-
UTILITIES	-
ENVIRONMENTAL ENGINEERING	-



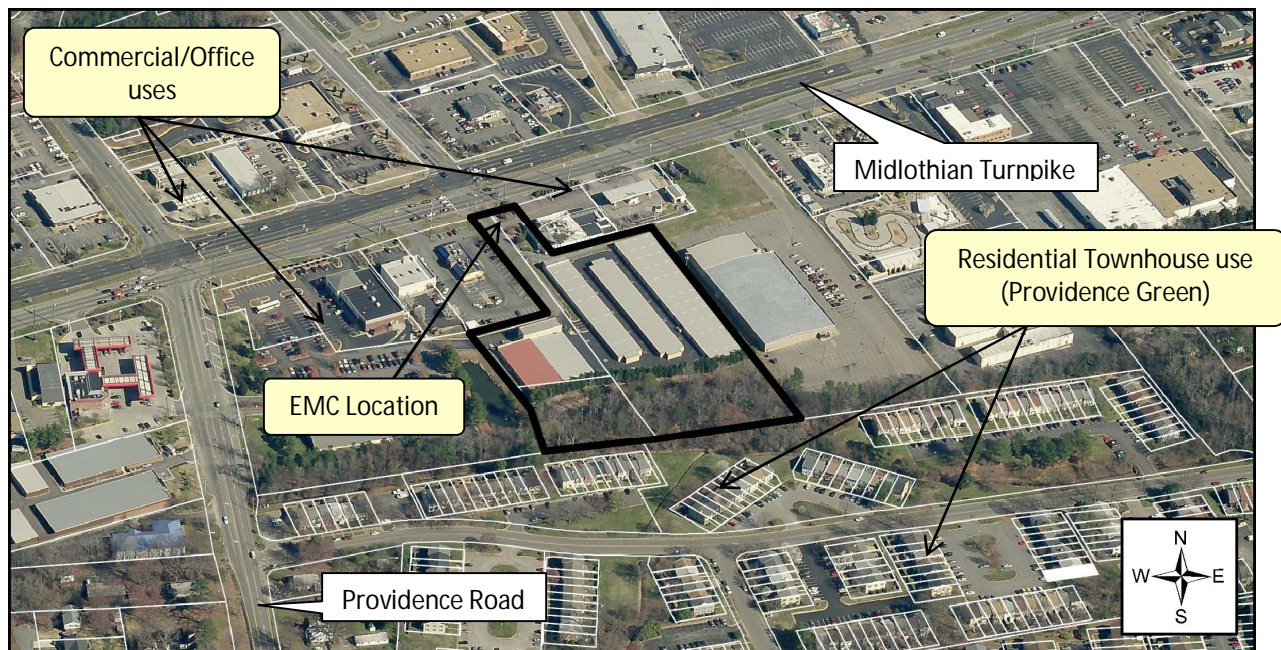
Map 2: Comprehensive Plan (Eastern Midlothian Plan)

Classification: **COMMUNITY MIXED USE**

The designation suggests the property is appropriate for community-scale development including shopping centers, other commercial, and office uses (not to include residential development).



Map 3: Surrounding Land Uses & Development



PLANNING

Staff Contact: Ryan Ramsey (804-768-7592) ramseyrp@chesterfield.gov

ZONING HISTORY

Case Number	BOS Action	Request
65-26 C	Approved (04/1965)	Rezone from A to C-2 (Tax ID 760-705-1965)

PROPOSAL

The applicant plans to retrofit an existing freestanding sign with an electronic message board to identify a self-storage business (Attachment 2). The proposed sign would comply with the size and height requirements of the Ordinance which currently permits a freestanding sign fifty (50) square feet in area (not including changeable copy) and fifteen (15) feet in height.

The following provides an overview of the proffered condition offered by the applicant to mitigate the impact of the sign on area properties, as well as the location of the nearest EMC signs:

General Overview	
Requirements	Details
Copy Lines	Maximum of three (3) lines <i>Proffered Condition</i>
Frequency of Message Change	30 Second Minimum <i>Proffered Condition</i>
Sequential Messaging	Prohibited <i>Proffered Condition</i>
Flashing or Travelling Messages	Prohibited <i>Proffered Condition</i>
Bijou Lighting or Animation	Prohibited <i>Proffered Condition</i>
Sign Design	Architecturally designed sign that is compatible and complimentary to the building it serves <i>Proffered Condition</i>
Brightness	<ul style="list-style-type: none">• Not exceed 0.3 foot candles above ambient light as measured at a distance of seventy-one (71) feet• Require a photocell to adjust sign brightness, based on ambient light conditions <i>Proffered Condition</i>
Nearest Existing EMC Signs	<ul style="list-style-type: none">• Sprint (1,805 feet to the west, Route 60)• Pearson Honda (3,310 feet to the east, Route 60)

As proffered, the applicant's request complies with the Electronic Message Center (EMC) Policy.

PUBLIC FACILITIES

FIRE SERVICE

Staff Contact: Greg Smith (804-706-2012) smithgd@chesterfield.gov

Nearby Fire and Emergency Medical Service (EMS) Facilities

Fire Station	The Buford Fire Station, Company Number 9
EMS Facility	The Forest View Volunteer Rescue Squad

This request will have minimal impact on fire and EMS.

COUNTY DEPARTMENT OF TRANSPORTATION

Staff Contact: Jim Banks (804-748-1037) banksj@chesterfield.gov

County Department of Transportation has no comment on this request.

VIRGINIA DEPARTMENT OF TRANSPORTATION

Staff Contact: Brian Lokker (804-674-2384) brian.lokker@vdot.virginia.gov

VDOT Land Use Regulations

Traffic Impact Analysis (24VAC30-155)	-
Access Management (24VAC30-73)	-
Subdivision Street Acceptance (24VAC30-91/92)	-
Land Use Permit (24VAC30-151)	-
Summary	VDOT has no comment on this request.

WATER AND WASTEWATER SYSTEMS

Staff Contact: Jamie Bland (804-751-4439) blandj@chesterfield.gov

The proposal's impacts on the County's utility system are detailed in the chart below:

Water and Wastewater Systems			
	Currently Serviced?	Size of Existing Line	Connection Required by County Code?
Water	Yes	6"	Yes
Wastewater	Yes	8"	Yes

Additional Information:

Freestanding signs shall be located outside of recorded utility easements. The proposed request will not impact the public water and wastewater systems.

ENVIRONMENTAL

Drainage, Erosion and Water Quality

Staff Contact: Doug Pritchard (804-748-1028) pritchardd@chesterfield.gov

Environmental Engineering has no comment on this request.

CASE HISTORY	
Applicant Submittals	
1/9/15	Application submitted
1/9/15	Proffers were submitted

PROFFERED CONDITION

In addition to Ordinance requirements any computer-controlled, variable message, electronic sign shall conform to the following standards:

- a. Copy shall be limited to a maximum of three (3) lines and shall not move but may fade;
- b. The message or display shall be programmed to change no more than once every thirty (30) seconds;
- c. Sequential messaging shall be prohibited;
- d. Flashing and traveling messages shall be prohibited;
- e. Bijou lighting and animation effects shall be prohibited;
- f. The electronic message center shall be incorporated into an architecturally designed sign structure that is compatible and complimentary to the building it serves; and
- g. Brightness shall be limited so as not to exceed 0.3 foot candles above ambient light as measured using a foot candle meter at a distance of seventy-one (71) feet. The sign shall have a photocell that automatically adjusts the brightness according to the ambient light conditions. (P)

ELEVATION 1

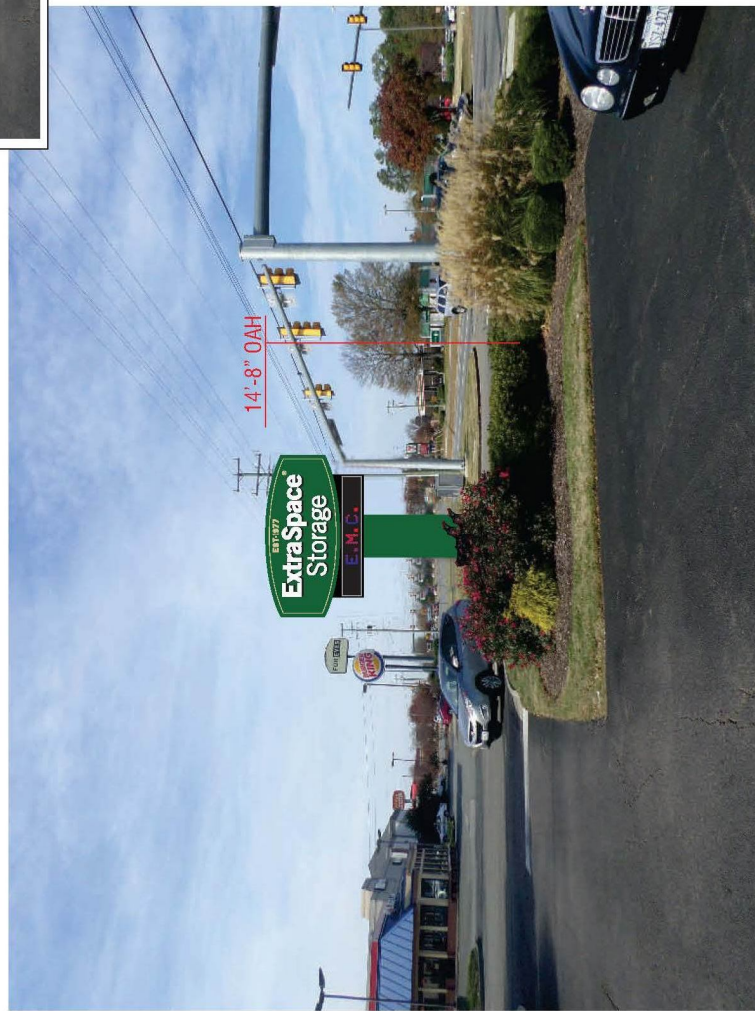
SCOPE OF WORK:
REMOVE EXISTING PYLON STRUCTURE
MANUFACTURE & INSTALL NEW PYLON
WITH EMC



PROPOSED

SQUARE FEET CALCULATIONS			
Allowable	Existing	Proposed	
50	62	49	

EXISTING



Houston
Dallas

Houston Corporate Office
5225 Katy Freeway, Suite 350
Houston, Texas 77007
713-977-7900
Fax 713-977-7903

Dallas Regional Office
2220 San Jacinto Blvd.
Suite 365
Denton, Texas 76205
940-380-9153
FAX: 940-380-9395



Address: #1576
8025 Midlothian Turnpike
Richmond,
City: VA 23235
State: B. OSBORN
Account Rep: M.J. DeNARD
Sales Rep:

APPROVALS
CLIENT
DESIGN
PHOTO

Designer: Peter Cardinal

Design No. US163022 R11

DATE 12-6-13

Rev. Date: 12-10-14



3:4

This purchaser agrees to hold the seller harmless against any claims for damages, which may be asserted against the seller, arising out of the use of the sign, including but not limited to, any, gas lines or any underground utilities which the purchaser or others may deem valuable.

SIGN ELEVATION

ATTACHMENT 2